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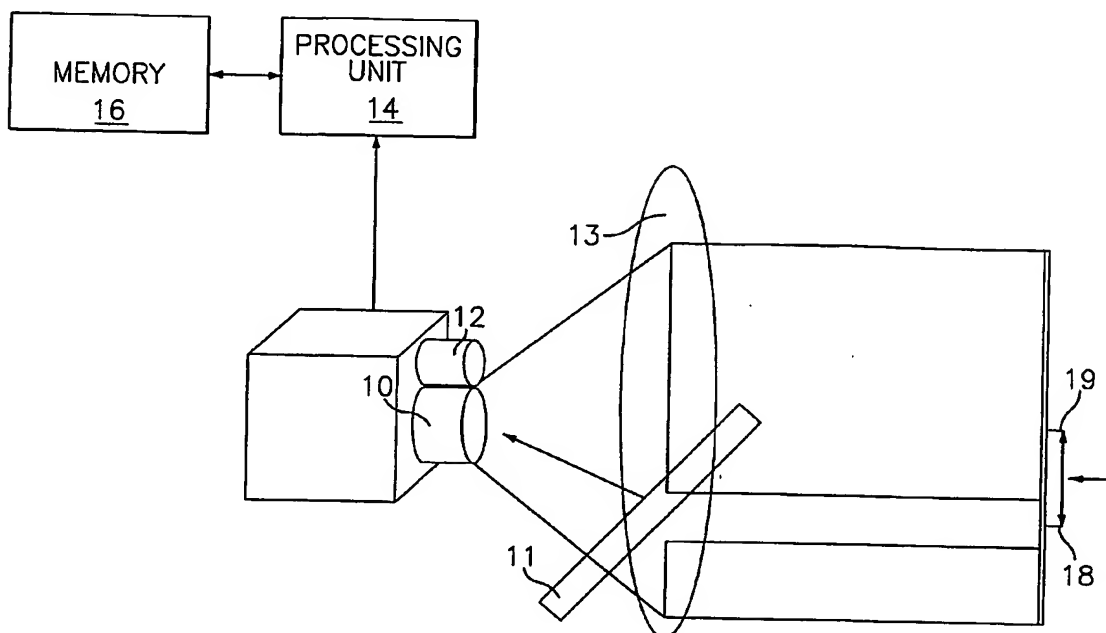
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(54) Title: POSITION REFERENCING SYSTEM



(57) Abstract: The present invention relates to a position referencing system and method for horizontal or vertical conveyance, e.g., an elevator. The position referencing system includes a plurality of spaced apart color elements or reflectors (42) attached to a static structure (40), such as a door frame in a hoistway or guideway, a light source (12) for illuminating one of the reflectors, and a sensing device (10, 48, 48') for capturing an image of the illuminated reflector. The image captured by the sensing device is used to determine the position and/or speed of the conveyance, e.g., an elevator car.